PATENT COOPERATION TREATY

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From the
INTERNATIONAL PRELIMINARY EXAMINING AUTHORITY

To.

FENSTER, Maier
FENSTER & COMPANY PATENT
ATTORNEYS, LTD
P.O.Box 10256
Petach Tikva 49002
ISRAEL

(67) PCT

NOTIFICATION OF TRANSMITTAL OF
THE INTERNATIONAL PRELIMINARY
EXAMINATION REPORT
(PCT Rule 71.1)

Date of mailing *(day/month/year)*	22.05.2000
Applicant's or agent's file reference 092/00811	**IMPORTANT NOTIFICATION**

International application No	International filing date *(day/month/year)*	Priority date *(day/month/year)*
PCT/IL99/00056	28/01/1999	30/01/1998

Applicant
EASYNET ACCESS INC. et al.

1. The applicant is hereby notified that this International Preliminary Examining Authority transmits herewith the international preliminary examination report and its annexes, if any, established on the international application.

2. A copy of the report and its annexes, if any, is being transmitted to the International Bureau for communication to all the elected Offices.

3. Where required by any of the elected Offices, the International Bureau will prepare an English translation of the report (but not of any annexes) and will transmit such translation to those Offices.

4. **REMINDER**

The applicant must enter the national phase before each elected Office by performing certain acts (filing translations and paying national fees) within 30 months from the priority date (or later in some Offices) (Article 39(1)) (see also the reminder sent by the International Bureau with Form PCT/IB/301).

Where a translation of the international application must be furnished to an elected Office, that translation must contain a translation of any annexes to the international preliminary examination report. It is the applicant's responsibility to prepare and furnish such translation directly to each elected Office concerned.

For further details on the applicable time limits and requirements of the elected Offices, see Volume II of the PCT Applicant's Guide.

Name and mailing address of the IPEA/	Authorized officer
European Patent Office D-80298 Munich Tel. +49 89 2399 - 0 Tx: 523656 epmu d Fax. +49 89 2399 - 4465	Taylor, K Tel +49 89 2399-2687

PATENT COOPERATION TREATY

PCT

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

(PCT Article 36 and Rule 70)

Applicant's or agent's file reference	FOR FURTHER ACTION	See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416)
092/00811		
International application No	International filing date *(day/month/year)*	Priority date *(day/month/year)*
PCT/IL99/00056	28/01/1999	30/01/1998
International Patent Classification (IPC) or national classification and IPC G06F17/30		
Applicant EASYNET ACCESS INC. et al.		

1. This international preliminary examination report has been prepared by this International Preliminary Examining Authority and is transmitted to the applicant according to Article 36.

2. This REPORT consists of a total of 11 sheets, including this cover sheet.

   ☒ This report is also accompanied by ANNEXES, i.e. sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).

   These annexes consist of a total of 13 sheets.

3. This report contains indications relating to the following items:

   - I ☒ Basis of the report
   - II ☐ Priority
   - III ☒ Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
   - IV ☒ Lack of unity of invention
   - V ☒ Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations suporting such statement
   - VI ☐ Certain documents cited
   - VII ☐ Certain defects in the international application
   - VIII ☒ Certain observations on the international application

Date of submission of the demand	Date of completion of this report
23/08/1999	22 05 2000
Name and mailing address of the international preliminary examining authority European Patent Office D-80298 Munich Tel +49 89 2399 - 0 Tx. 523656 epmu d Fax +49 89 2399 - 4465	Authorized officer Oestergaard, M Telephone No. +49 89 2399 2551

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No. PCT/IL99/00056

I. Basis of the report

1. This report has been drawn on the basis of (*substitute sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to the report since they do not contain amendments.*):

Description, pages:

1-31 as originally filed

Claims, No.:

1-111 with telefax of 09/05/2000

Drawings, sheets:

1,2 as originally filed

2. The amendments have resulted in the cancellation of:

☐ the description, pages:
☐ the claims, Nos.:
☐ the drawings, sheets:

3. ☐ This report has been established as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed (Rule 70.2(c)):

4. Additional observations, if necessary:

III. Non-establishment of opinion with regard to novelty, inventive step and industrial applicability

The questions whether the claimed invention appears to be novel, to involve an inventive step (to be non-obvious), or to be industrially applicable have not been examined in respect of:

☐ the entire international application.

☒ claims Nos. 32-42,43,65-66,79-86,91-111.

because:

☐ the said international application, or the said claims Nos. relate to the following subject matter which does not require an international preliminary examination (*specify*):

☒ the description, claims or drawings (*indicate particular elements below*) or said claims Nos. 32-42,65-66 are so unclear that no meaningful opinion could be formed (*specify*):

see separate sheet

☐ the claims, or said claims Nos. are so inadequately supported by the description that no meaningful opinion could be formed.

☒ no international search report has been established for the said claims Nos. 43,79-86,91-111.

IV. Lack of unity of invention

1. In response to the invitation to restrict or pay additional fees the applicant has:

   ☐ restricted the claims.

   ☐ paid additional fees.

   ☐ paid additional fees under protest.

   ☐ neither restricted nor paid additional fees.

2. ☒ This Authority found that the requirement of unity of invention is not complied and chose, according to Rule 68.1, not to invite the applicant to restrict or pay additional fees.

3. This Authority considers that the requirement of unity of invention in accordance with Rules 13.1, 13.2 and 13.3 is

   ☐ complied with.

   ☒ not complied with for the following reasons:

   see separate sheet

4. Consequently, the following parts of the international application were the subject of international preliminary examination in establishing this report:

   ☐ all parts.

   ☒ the parts relating to claims Nos. 1-42,44-78,87-90.

V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement

Novelty (N)	Yes:	Claims	1-28,44-48,49-61,62-64,67-69,70-74,75-78,87-90
	No:	Claims	29-31
Inventive step (IS)	Yes:	Claims	1-28,49-61,70-74,75-78,87-90
	No:	Claims	29-31,44-48,62-64,67-69
Industrial applicability (IA)	Yes:	Claims	1-28,29-31,44-48,49-61,62-64,67-69,70-74,75-78,87-90
	No:	Claims	

2. Citations and explanations

see separate sheet

VIII. Certain observations on the international application

The following observations on the clarity of the claims, description, and drawings or on the question whether the claims are fully supported by the description, are made:

see separate sheet

Section III:

1 Claim 32 and its dependent claims cannot be examined regarding novelty and inventive step due to lack of clarity. Features of the claim are not unambigously defined. It is not clear on the last two lines of the claim how the "performance of said interaction" is to be done. It is not clear how it is to be modified. It is not clear when election to perform interaction is to be done. It is not clear when to choose the alternative to "elect to to perform said interaction" and when to "modify a performance of said interaction".

1.1 Due to lack of clarity of claim 32, the dependent claims 33-42 cannot be examined regarding novelty and inventive step.

1.2 Claims 65 and 66 do not appear to involve unambiguous technical features. The respective features of a "presented ambiance" and a "presented trait" are abstract pieces of information that do not appear to define unambiguous technical features. The scope of these claims are therefore not clearly defined, because such a scope would depend on the exact meaning given to the abstract concepts of "ambiance" and "trait". These two claims therefore do not meet the requirements of Article 6 PCT on one hand and cannot be examined with respect to novelty and inventive step as required by Article 33 PCT.

Section IV:

2 The International Preliminary Examinatio Authority finds that the requirements of unity of invention are not complied with. Several groups of claims are on file with similar field of application. There are, however, not s set of common special technical features common to the following groups of inventions:

Group 1: Claims 1-25

Group 2: Claims 26-28

Group 3: Claims 29-31

Group 4: Claims 32-42

Group 5: Claims 44-48

Group 6: Claims 49-61

Group 7: Claims 62-69

Group 8: Claims 70-74

Group 9: Claims 75-78

Group 10: Claims 87-90

Section V:

3.1 Group 1 includes independent claim 1 which specifies tracking of user interactions with an Internet in order to determine a user profile. Tracked interactions are analyzed in response to a user profile. Future interactions are modified in response to the determined user profile. The modifications makes either presentation of information change or makes the functional response of a computer change to user input. A further feature is that the modified interactions comprise interactions with site-content of a plurality of unrelated sites. Using this combination of features the user profile can be dynamically determined during interaction with the internet and later interactions can take this user profile determined by analyzing tracked interactions.

No available prior art has disclosed a similar set of combined features. Claim 1 and dependent claims 1-25 appear to satisfy the requirements of Article 33 PCT.

3.2 Group 2 includes independent claim 26, which shares the feature of tracking user activity of interaction with an Internet.This feature does in itself not appear to form an inventive step and therefore unity of invention is not present between claims 1 and 26 based on this shared feature. An additional feature is to modify the virtual personality in response to user activity. A further defining feature is that the user has selected a virtual personality for interaction with a plurality of different sites. This combination of features is not suggested nor rendered obvious from any of the available prior art. Claims 26-28 appear to satisfy the requirements of Article

33 PCT.

3.3 Group 3 includes independent claim 29, which has feature a) to provide a first virtual personality being a complex of characteristics for the purpose of interacting with an Internet, feature b) copying at least a part of said first virtual personality into a second virtual personality and feature c) selecting second virtual personality by a user to intereact with an Internet.Features a) to c) can be found in prior art document D1=FALK ET AL: "PAWS: AN AGENT FOR WWW-RETRIEVAL AND FILTERING", PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON THE PRACTICAL APPLICATION OF INTELLIGENT AGENTS AND MULTI-AGENT TECHNOLOGY, 22 April 1996, pages 169-179. See page 172, paragraph 3, "Profiles are activated by either Web pages or keywords provided by the user". Profiles can be shared, see D1, page 175 paragraph 6. It is clear from section 3 of D1 that this document is directed to user interaction with an internet. Because the wording "virtual personality" of the claim can be seen to embrace "user profiles" there is no novel feature found in claim 29. The features of dependent claims 30,31 are also covered by the teachings of document D1. Claims 29-31 do therefore not meet the requirements of Article 33 PCT.

3.4 Group 4 includes independent claim 32. This claim is not clear. Even if not clear, it appears that this claim does not share a unifying inventive concept with the other independent claims due to lack of common set of special technical features. As indicated in section III above, claims 32-42 are not examined with regard to the requirements of Article 33 PCT.

3.5 Group 5 includes independent claim 44. No available prior art discloses the particular set of features of this claim. The main feature is to request an ambiance of a "site" by including an identification of the site. It can be deducted that the wording site makes the claim relate to the internet. No technical effect can, however, be identified by the mere requesting of a particular piece of information and responding by returning the particular piece of information. Some kind of use of this information would obviously be necessary in order to arrive at a claim having a discernible technical effect. Claim 44 thus lacks an inventive step.

Claims 45-48 are all objected to on the same grounds as those against claim 44.

The only action performed by the methods of claims 44-48 is the requesting and retrieval of some kind of information. Requesting information and responding by returning desired information from a memory as in claim 45, from a site as in claim 47 or from a server as in claim 48 are all obvious aspects of a computer system environment. The fact that "site ambiance" is requested rather than the name of someone or the temperature does not lead to a non-obvious technical effect. The result is a lack of inventive step in claims 45-48. Claim 46 is further not clear, because the "analyzing said site" does not define clear technical features contrary to Article 6 PCT.

3.6 Group 6 includes independent claims 49 and 54. A virtual personality server is defined. A user is connected to the Internet through this server. During interaction of the user with a site at least one of a presentation of information from said site to said user or a functional response of said site to input from user is modified by utilizing a complex of characteristics that define a virtual personality. None of the available prior art documents discloses an intermediary server of the claimed type that manages to adapt ongoing intgeraction by using a virtual personality.

Claim 54 defines a method of virtual personality serving corresponding to claim 49. This claim does not unambiguously specify that the "serving" means interposing a server between a user and an Internet for the purpose of managing adaptation of interaction by using the virtual personality. This meaning appears, however, to be the appropriate one.

3.7 Group 7 includes independent claim 62. None of the available prior art discloses a sequence of steps as defined in this claim. Matching of a virtual personality with a number of internet sites followed by a grading of sites appears to be novel when compared to the available prior art. The subsequent "grading of sites responsive to said analysis" could be seen to involve a technical effect in that the result is obtained by performing the method on a computer. Since no particular grading is claimed it does, however, appear that a simple comparison of matches of characteristics followed by a grading does not lead to a non-obvious technical effect. Different comparisons and evaluations of these comparisons are typical aspects of computer implemented methods. The requirements of Article 33(3) PCT are therefore not seen to be fulfilled.

Claim 63 does not appear to involve an inventive step. The provision of a list by executing a search on an Internet is considered to be a universally known alternative to arrive at a set of sites matching a number of search criteria. No particular technical effect appears to be the result of this kind of providing the list in combination to the a general matching and general grading step respectively.

Claim 64 does not appear to involve an inventive step. Name servers are unversaly used with respect to Internet operation and no particular non-obvious technical effect can be identified by adding this feature to the general matching and grading claimed in claim 62.

Claim 67 does not appear to involve an inventive step. The feature of "analyzing a content" of a site is general and does not seem to lead to a non-obvious technical effect when combined with the features of claim 62, 63 or 64. Claims 65 and 66 are not examined so no opinion is formed about claim 67 when dependent on claims 65 or 66.

Claim 68 appears not to meet the requirements of Article 33(3) PCT, because simply displaying a list does not lead to a surprising technical effect. The same argument can be extended to claim 69.

3.8 Group 8 includes independent claim 70. The nearest prior art was found to be the document EP-A-749081 (Pointcast Inc.). This document discloses advertising distribution system and method including use of subscriber profile data indicating viewing preferences. A filter can be used to exclude information categories for which the subscriber does and does not want to view information items.

Claim 70 differs over this prior art in that an "instantaneous virtual personality" based on a compex of characteristics distinguishing an electronic person is determined. This virtual personality includes at least a dynamic aspect which is called a mood. The use of such a dynamically determined aspect appears to be novel and appears to have an inventive step, in that a more adaptable method of sending advertisements is established. The dependent claims 71-74 also appear to meet the requirements of Article 33 PCT.

3.9 Group 9 includes independent claim 75. A WWW site is modified based on detection of a desired interaction from a particular virtual personality, which personality comprises a complex of characteristics that distinguishes an electronic person. At least one modification of a site characteristic has to be determined in order to establish a match with the virtual personality. In addition to this feature a response indicating this match is sent to a user associated with the virtual personality. This combination of features has not been disclosed in any available prior art.

Claim 75 and the dependent claims 76-78 appear to satisfy the requirements of the Article 33 PCT.

3.10 Group 10 includes independent claim 87. The features of the claim are a) to provide a search engine with search criteria by a user; b) performing a search for WWW sites by search engine using search criteria; c) filtering search results using personal information; d) presenting user with filtered search results. Features a)-d) appear to be obvious features using a widely known internet search engine. A difference in wording is to use "personal information" in the filtering. This general feature appears to be an obvious choice for someone specialized in providing relevant information to a user. Filtering is generally known in the field of computer programming. A particular exampel is prior art document EP-A-749 081 cited in the search report. The last four lines of the abstract clearly shows that filtering of information items based on a user profile is known in the art of computer programming. Because this document as well as aspects of the current application are both related to advertising distribution, it would appear obvious to combine the filtering based on a user profile as in this document with general search engine operation in order to arrive at least at the scope defined by the wording of claim 87. Claim 90 also appears not to involve an inventive step in the light of the foregoing argument. "Non-keyword input" could be almost anything and this wording is thus anticipated by the user profiles of the cited prior art.

Claims 88 and 89 also do not appear to involve inventive steps. Claim 88 merely chooses to perform filtering at another computer from that of searching. It would appear common to consider use of different computers to solve different tasks in the field of computer programming. There is no particular effect by specifying that

a virtual personality be a complex of undefined characteristics. Claim 89 also lacks an inventive step.

Section VIII:

4 Claim 54 defines a method of virtual personality serving corresponding to claim 49. This claim does not unambiguously specify that the "serving" means interposing a server between a user and an Internet for the purpose of managing adaptation of interaction by using the virtual personality. This meaning appears, however, to be the appropriate one and should have been made clear by amending the wording of the claim.

CLAIMS

1. A method of a user interacting with an Internet, comprising:

tracking interactions of the user with an Internet;

analyzing said tracked interactions to determine at least a part of a user profile; and

modifying a plurality of future interactions of said user with computers on said Internet, responsive to said user profile, by modifying at least one of a presentation of information to said user or a functional response of a computer to input from user,

wherein said plurality of modified interactions comprise interactions with the site-content of a plurality of unrelated sites.

2. A method according to claim 1, wherein said tracking comprises tracking at a computer at which said user accesses the Internet.

3. A method according to claim 1 or claim 2, wherein said tracking comprises tracking at a tracking computer which tracks a plurality of users.

4. A method according to claim 3, wherein said tracking computer is physically remote from said plurality of sites.

5. A method according to any of claims 1-4, wherein said analyzing comprises analyzing previously acquired tracking data.

6. A method according to any of claims 1-5, wherein said analyzing comprises analyzing of currently acquired tracking data.

7. A method according to any of claims 1-6, wherein said user profile is maintained as a virtual personality, which is a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet.

8. A method according to claim 7, wherein said virtual personality comprises a persona, which is a static aspect of a personality.

9. A method according to claim 7, wherein said virtual personality comprises a mood, which is a dynamic aspect of a personality.

10. A method according to claim 9, wherein said mood comprises a rush mood, which favors fast responses.

11. A method according to claim 8, wherein said persona comprises a meticulous persona, which favors complete responses.

12. A method according to any of claims 7-11, wherein said personality comprises geographical information.

13. A method according to any of claims 7-12, wherein said personality comprises demographic information.

14. A method according to any of claims 7-13, wherein said personality comprises interests and preference information.

15. A method according to any of claims 7-14, wherein said personality comprises marketing information.

16. A method according to any of claims 7-15, wherein said personality comprises identification and contact information.

17. A method according to any of claims 7-16, wherein said personality comprises relational information, which defines relations between various aspects of the personality.

18. A method according to any of claims 7-17, wherein said personality comprises reflective information, which defines how a personality changes and/or interacts with other electronic entities.

19. A method according to any of claims 7-18, wherein said user selects a particular virtual personality from a plurality of personalities to which to attribute said tracked interactions.

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20. A method according to any of claims 1-19, wherein said future interactions comprise searching.

21. A method according to any of claims 1-20, wherein said future interactions comprise viewing presented data.

22. A method according to claim 21, wherein modifying said interactions comprises changing a layout of data.

23. A method according to claim 21, wherein modifying said interactions comprises changing which data is displayed.

24. A method according to any of claims 1-23, wherein said future interactions comprise downloading files.

25. A method according to any of claims 1-24, wherein said future interactions comprise WWW navigation.

26. A method of user virtual personality maintenance, comprising:

interacting with an Internet via a virtual personality, which is a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet;

tracking at least one user activity of interaction with an Internet; and

modifying said virtual personality responsive to said user activity,

wherein said virtual personality is user-selected for interaction with a plurality of different sites.

27. A method according to claim 26, wherein modifying comprises modifying a mood of said virtual personality, wherein a mood is a dynamic aspect of a personality.

28. A method according to claim 26 or claim 27, comprising a user selecting said virtual personality to be modified.

29. A method of user virtual personality maintenance, comprising:

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providing first virtual personality, which is a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet;

copying at least a part of said first virtual personality into a second virtual personality; and

selecting said second virtual personality, by a user, to interact with an Internet.

30. A method according to claim 29, comprising further modifying said second virtual personality.

31. A method according to claim 29 or claim 30, wherein providing said first virtual personality comprises:

providing a library of virtual personalities; and

selecting said first virtual personality from said library.

32. A method of virtual personality interaction with an Internet, comprising:

providing a virtual personality, which is a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet, through which virtual personality an interaction with an Internet is meditated;

requesting an interaction with said Internet, by a user with whom said virtual personality is associated;

identifying at least one prospective site for the interaction, from a plurality of unrelated sites;

automatically analyzing a content of said site, by a computer, to determine a match to said virtual personality; and

electing to perform said interaction or modifying a performance of said interaction responsive to said analysis.

33. A method according to claim 32, wherein analyzing a content, comprises determining at least one trait of said site.

34. A method according to claim 32 or claim 33, wherein analyzing a content comprises determining an ambiance of said site.

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35. A method according to any of claims 32-34, wherein analyzing comprises analyzing lexicographical characteristics of said site.

36. A method according to any of claims 32-34, wherein analyzing comprises analyzing graphical characteristics of said site.

37. A method according to any of claims 32-36, wherein identifying at least one site comprises identifying a plurality of sites.

38. A method according to claim 37, wherein identifying comprises searching using an Internet search engine.

39. A method according to any of claims 32-38, wherein said virtual personality comprises a mood, which is a dynamic aspect of a personality.

40. A method according to any of claims 32-38, wherein said virtual personality comprises a persona, which is a static aspect of a personality.

41. A method according to any of claims 32-40, wherein said interaction is performed to complement said virtual personality.

42. A method according to any of claims 32-40, wherein said interaction is performed to match said virtual personality.

43. A method of Internet interaction by a single user, comprising:

selecting, from a remote location, by the user, one of a plurality of virtual personalities available for interaction with a particular site, wherein a virtual personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet; and

interacting with the particular site using the selected virtual personality.

44. A method of site ambiance provision, comprising:

requesting an ambiance of a site, said request including an identification of the site; and

determining an ambiance of said site, responsive to said identification; and

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responding to said request with at least an indication of said ambiance.

45. A method according to claim 44, wherein determining an ambiance comprises retrieving said indication of an ambiance from a memory.

46. A method according to claim 44, wherein determining an ambiance comprises analyzing said site.

47. A method according to claim 44, wherein determining an ambiance comprises requesting an indication of said ambiance from said site.

48. A method according to claim 44, wherein determining an ambiance comprises requesting an indication of said ambiance from an ambiance server.

49. A virtual personality server, comprising:

a connection to a user, through which said user indicates a desired Internet interaction;

a connection to a WWW site, with which the user interacts, said connection adapted to connect to a plurality of unrelated WWW sites for interaction with by said user; and

a virtual personality adapter, which adapts said interaction by modifying at least one of a presentation of information from said site to said user or a functional response of said site to input from user, utilizing a virtual personality for the user, wherein a virtual personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet.

50. A server according to claim 49, wherein said connection to a user is operable to receive a selection of a particular virtual personality by said user.

51. A server according to claim 49 or claim 50, wherein said server modifies said virtual personality responsive to said modified interaction.

52. A server according to any of claims 49-51, wherein said virtual personality comprises a persona, which is a static aspect of a personality.

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53. A server according to any of claims 49-52, wherein said virtual personality comprises a mood, which is a dynamic aspect of a personality.

54. A method of virtual personality serving, comprises:

connecting to a WWW site, to request an interaction;

determining, at said WWW site, a desired virtual personality adaptation of said interaction, wherein a virtual personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet;

completing said interaction, by said WWW site, responsive to said determined virtual personality adaptation, wherein said desired adaptation comprises modifying at least one of a presentation of information from said site or a functional response of said site to input.

55. A method according to claim 54, wherein determining comprises receiving an indication of a desired virtual personality from a virtual personality server.

56. A method according to claim 55, wherein said virtual personality server is located at a location remote from said WWW site and from a location at which said connection is initiated.

57. A method according to claim 55, wherein said virtual personality server is located at a location from which said connection is initiated.

58. A method according to claim 54, wherein determining comprises reading virtual personality information from a computer at a location from which said connection is initiated.

59. A method according to claim 55 or claim 56, wherein said virtual personality server generates a one-time virtual personality for said interaction.

60. A method according to any of claims 54-59, wherein said desired virtual personality adaptation comprises a mood-responsive adaptation, wherein a mood is a dynamic aspect of a personality.

61. A method according to any of claims 54-59, wherein said desired virtual personality adaptation comprises a persona-responsive adaptation, wherein a persona is a static aspect of a personality.

62. A method of site matching to a virtual personality, comprising:

providing a list of relevant sites;

analyzing each of said sites to determine a match with said virtual personality, which is a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet; and

grading said sites responsive to said analysis.

63. A method according to claim 62, wherein providing a list comprises executing a search on an Internet search engine to provide said list.

64. A method according to claim 62, wherein providing a list comprises retrieving a plurality of matches from a name server.

65. A method according to any of claims 62-64, wherein analyzing comprises analyzing at least one of said sites responsive to a presented ambiance.

66. A method according to any of claims 62-65, wherein analyzing comprises analyzing at least one of said sites responsive to a presented trait.

67. A method according to any of claims 62-66, wherein analyzing comprises analyzing a content of at least one of said sites.

68. A method according to any of claims 62-67, comprising displaying said graded list.

69. A method according to any of claims 62-67, comprising displaying only a highest graded site of said list.

70. A method of advertisement personalization, comprising:

determining an instantaneous virtual personality of a human interactor, wherein a virtual personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet, said virtual personality including a mood, which is a dynamic aspect of said personality;

selecting at least one advertisement to match said virtual personality; and

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presenting said advertisement to said interactor.

71. A method according to claim 70, wherein said advertisement is presented through an Internet.

72. A method according to claim 70 or claim 71, wherein said virtual personality comprises a persona, which is a static aspect of a personality.

73. A method according to any of claims 70-72, comprising selecting said virtual personality from a plurality of available virtual personalities.

74. A method according to any of claims 70-72, wherein said virtual personality is provided by said interactor.

75. A method of WWW site modification, comprising:

detecting at the WWW site a desired interaction from a particular virtual personality, which personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet;

determining a suitable modification of at least one characteristic of said site to match said virtual personality;

responding to said desired interaction with a response indicating a match of said modified characteristic to said virtual personality; and

modifying said site in association with providing said site during said desired interaction to a user associated with said virtual personality.

76. A method according to claim 75, wherein said modification comprises modifying a display layout.

77. A method according to claim 75 or claim 76, wherein said modification comprises modifying a level of detail shown.

78. A method according to claim 75 or claim 76, wherein said modification comprises selecting data to be displayed.

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79. A method of data directory display, comprising:

requesting a display of data from a data directory;

providing, in association with said request, a virtual personality for said request, which personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet; and

displaying said data, responsive to said virtual personality.

80. A method according to claim 79, wherein said virtual personality is provided as part of said request.

81. A method according to claim 79 or claim 80, wherein said displaying comprises filtering.

82. A method according to claim 79, wherein said displaying comprises sorting.

83. A method according to claim 79, wherein said displaying comprises controlling a level of detail.

84. A method according to claim 79, wherein said displaying comprises controlling a spatial layout of said data.

85. A method of data directory display, comprising:

requesting a search from a search engine, using at least one keyword, which request includes a virtual personality for said request, which personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet;

interpreting said key-word at said search engine, utilizing said virtual personality; and

performing said search request by said search engine, utilizing said interpreted key-word.

86. A method according to claim 85, wherein said search engine comprises an Internet search engine.

87. A method of Internet search, comprising:

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a user connecting to an Internet search engine;

providing the search engine with search criteria, by said user;

performing a search for WWW sites by the search engine, utilizing said search criteria, to obtain search results; and

filtering said search results utilizing personal information associated with said user; and

presenting said filtered search results to said user.

88. A method according to claim 87, wherein said filtering is performed at a different computer from said searching.

89. A method according to claim 87 or claim 88, wherein said personal information is provided using a virtual personality, which comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet.

90. A method according to claim 87, wherein said personal information is provided as a non-keyword input to said search engine.

91. A method of interacting with a computer:

providing a software application having a user interface on said computer;

providing an electronic representation of at least part of a user's desired personality; and

said software modifying its interaction with said user, responsive to said representation of said personality.

92. A method according to claim 91, wherein said software comprises an Internet Browser.

93. A method according to claim 91 or claim 92, wherein said software modifies a visual display of said interface.

94. A method according to any of claims 91-93, wherein said software modifies a behavior of said interface.

95. A method according to any of claims 91-94, wherein said software modifies a menu length of said interface.

96. A method according to any of claims 91-95, wherein said software modifies a help level of said software.

97. A method according to any of claims 91-96, wherein said software modifies a level of detail presented by said software.

98. A method according to any of claims 91-97, wherein said software modifies a display format of said software.

99. A method according to any of claims 91-98, wherein said software modifies an image quality of said software.

100. A method according to any of claims 91-99, wherein said software modifies a response time of said software.

101. A method of utilizing an electronic representation of a user's desired personality, comprising:

storing said representation on a computer-readable storage media; and

interacting with a computer using said representation, wherein said representation mediates the interaction.

102. A method according to claim 101, wherein said computer comprises a remote computer connected to an Internet.

103. A method according to claim 101 or claim 102, wherein said computer comprises a controller of an automated store.

104. A method according to claim 103, wherein said mediation comprises varying a range of offered selection of products.

105. A method according to any of claims 101-104, wherein said media comprises a diskette.

106. A method according to any of claims 101-104, wherein said media comprises a smart card.